

CIGARETTE REPORT FORM

(1)	Year Covered	1996
(2)	Brand Family Name	SHIELD
(3)	Descriptions:	FF KS SP
(4)	Product Length	8 1/4
(5)	Filter (F or N)	F
(6)	Pack (H or S)	S
(7)	Flavor (M, N, or O)	N
(8)	Num Per Pack:	20
(9)	Tar: 16 Nicotine: 1.0	CO: N/A
(10)	Variety Units Sales:	
(11)	Variety Dollar Sales:	
(12)	Last Date Sold: N/A	

REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....
(14)	CAT-B-Expenses (Magazines).....
(15)	CAT-C-Expenses (Outdoor).....
(16)	CAT-D-Expenses (Audio Visual).....
(17)	CAT-E-EXPENSES (Public Transport).....
(18)	CAT-F-Expenses (Direct Mail).....
(19)	CAT-G-Expenses (Point of Sale).....
(20)	CAT-H-Expenses (Promotional Allowances).....
(21)	CAT-I-Expenses (Samples).....
(22)	CAT-J-Expenses (Items).....
(23)	CAT-K-Expenses (Public Entertainment).....
(24)	CAT-L-Expenses (Endorsement).....
(25)	CAT-M-Expenses (Retail Value & Coupon).....
(26)	CAT-N-Expenses (All Other).....
(27)	Total Reportable Expenditures for Variety.....
(28)	Sporting Events.....
(29)	Ratings on Pack..... NO

Name change - May 1995

CIGARETTE REPORT FORM

(1)	Year Covered	1996
(2)	Brand Family Name	SHIELD
(3)	Descriptions:	FF KS men SP
(4)	Product Length	84
(5)	Filter (F or N)	F
(6)	Pack (H or S)	S
(7)	Flavor (M, N, or O)	M
(8)	Num Per Pack:	20
(9)	Tar: 16 Nicotine: 1.0	CO: N/A
(10)	Variety Units Sales:	
(11)	Variety Dollar Sales:	
(12)	Last Date Sold: N/A	

REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....
(14)	CAT-B-Expenses (Magazines).....
(15)	CAT-C-Expenses (Outdoor).....
(16)	CAT-D-Expenses (Audio Visual).....
(17)	CAT-E-EXPENSES (Public Transport).....
(18)	CAT-F-Expenses (Direct Mail).....
(19)	CAT-G-Expenses (Point of Sale).....
(20)	CAT-H-Expenses (Promotional Allowances).....
(21)	CAT-I-Expenses (Samples).....
(22)	CAT-J-Expenses (Items).....
(23)	CAT-K-Expenses (Public Entertainment).....
(24)	CAT-L-Expenses (Endorsement).....
(25)	CAT-M-Expenses (Retail Value & Coupon).....
(26)	CAT-N-Expenses (All Other).....
(27)	Total Reportable Expenditures for Variety.....
(28)	Sporting Events.....
(29)	Ratings on Pack.....NO

Name Change - May 1995

CIGARETTE REPORT FORM

(1)	Year Covered	1996
(2)	Brand Family Name	SHIELD
(3)	Descriptions:	FF 100 SP
(4)	Product Length	100
(5)	Filter (F or N)	F
(6)	Pack (H or S)	S
(7)	Flavor (M, N, or O)	N
(8)	Num Per Pack:	20
(9)	Tar: 16 Nicotine: 1.0 CO: N/A	
(10)	Variety Units Sales:	
(11)	Variety Dollar Sales:	
(12)	Last Date Sold: N/A	

REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....
(14)	CAT-B-Expenses (Magazines).....
(15)	CAT-C-Expenses (Outdoor).....
(16)	CAT-D-Expenses (Audio Visual).....
(17)	CAT-E-EXPENSES (Public Transport).....
(18)	CAT-F-Expenses (Direct Mail).....
(19)	CAT-G-Expenses (Point of Sale).....
(20)	CAT-H-Expenses (Promotional Allowances).....
(21)	CAT-I-Expenses (Samples).....
(22)	CAT-J-Expenses (Items).....
(23)	CAT-K-Expenses (Public Entertainment).....
(24)	CAT-L-Expenses (Endorsement).....
(25)	CAT-M-Expenses (Retail Value & Coupon).....
(26)	CAT-N-Expenses (All Other).....
(27)	Total Reportable Expenditures for Variety.....
(28)	Sporting Events.....
(29)	Ratings on Pack..... NO

Name Change - May 1995

CIGARETTE REPORT FORM

(1)	Year Covered	1996
(2)	Brand Family Name	SHIELD
(3)	Descriptions:	FF 100 MEN SP
(4)	Product Length	100
(5)	Filter (F or N)	F
(6)	Pack (H or S)	S
(7)	Flavor (M, N, or O)	M
(8)	Num Per Pack:	20
(9)	Tar: 16 Nicotine: 1.0 CO: N/A	
(10)	Variety Units Sales:	
(11)	Variety Dollar Sales:	
(12)	Last Date Sold: N/A	

REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....
(14)	CAT-B-Expenses (Magazines).....
(15)	CAT-C-Expenses (Outdoor).....
(16)	CAT-D-Expenses (Audio Visual).....
(17)	CAT-E-EXPENSES (Public Transport).....
(18)	CAT-F-Expenses (Direct Mail).....
(19)	CAT-G-Expenses (Point of Sale).....
(20)	CAT-H-Expenses (Promotional Allowances).....
(21)	CAT-I-Expenses (Samples).....
(22)	CAT-J-Expenses (Items).....
(23)	CAT-K-Expenses (Public Entertainment).....
(24)	CAT-L-Expenses (Endorsement).....
(25)	CAT-M-Expenses (Retail Value & Coupon).....
(26)	CAT-N-Expenses (All Other).....
(27)	Total Reportable Expenditures for Variety.....
(28)	Sporting Events.....
(29)	Ratings on Pack..... NO

Name Change - May 1995

CIGARETTE REPORT FORM

(1)	Year Covered	1996
(2)	Brand Family Name	SHIELD
(3)	Descriptions:	LTS KS SP
(4)	Product Length	84
(5)	Filter (F or N)	F
(6)	Pack (H or S)	S
(7)	Flavor (M, N, or O)	N
(8)	Num Per Pack:	20
(9)	Tar: 11 Nicotine: 0.7 CO: N/A	
(10)	Variety Units Sales:	
(11)	Variety Dollar Sales:	
(12)	Last Date Sold: N/A	

REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....
(14)	CAT-B-Expenses (Magazines).....
(15)	CAT-C-Expenses (Outdoor).....
(16)	CAT-D-Expenses (Audio Visual).....
(17)	CAT-E-EXPENSES (Public Transport).....
(18)	CAT-F-Expenses (Direct Mail).....
(19)	CAT-G-Expenses (Point of Sale).....
(20)	CAT-H-Expenses (Promotional Allowances).....
(21)	CAT-I-Expenses (Samples).....
(22)	CAT-J-Expenses (Items).....
(23)	CAT-K-Expenses (Public Entertainment).....
(24)	CAT-L-Expenses (Endorsement).....
(25)	CAT-M-Expenses (Retail Value & Coupon).....
(26)	CAT-N-Expenses (All Other).....
(27)	Total Reportable Expenditures for Variety.....
(28)	Sporting Events.....
(29)	Ratings on Pack..... NO

Name Change - May 1995

CIGARETTE REPORT FORM

(1)	Year Covered	1996
(2)	Brand Family Name	SHIELD
(3)	Descriptions:	LTS KS MEN SP
(4)	Product Length	84
(5)	Filter (F or N)	F
(6)	Pack (H or S)	S
(7)	Flavor (M, N, or O)	M
(8)	Num Per Pack:	20
(9)	Tar: 11 Nicotine: 0.7 CO: N/A	
(10)	Variety Units Sales:	
(11)	Variety Dollar Sales:	
(12)	Last Date Sold: N/A	

REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....
(14)	CAT-B-Expenses (Magazines).....
(15)	CAT-C-Expenses (Outdoor).....
(16)	CAT-D-Expenses (Audio Visual).....
(17)	CAT-E-EXPENSES (Public Transport).....
(18)	CAT-F-Expenses (Direct Mail).....
(19)	CAT-G-Expenses (Point of Sale).....
(20)	CAT-H-Expenses (Promotional Allowances).....
(21)	CAT-I-Expenses (Samples).....
(22)	CAT-J-Expenses (Items).....
(23)	CAT-K-Expenses (Public Entertainment).....
(24)	CAT-L-Expenses (Endorsement).....
(25)	CAT-M-Expenses (Retail Value & Coupon).....
(26)	CAT-N-Expenses (All Other).....
(27)	Total Reportable Expenditures for Variety.....
(28)	Sporting Events.....
(29)	Ratings on Pack..... NO

Name Change - May 1995

CIGARETTE REPORT FORM

(1) Year Covered 1996
 (2) Brand Family Name SHIELD
 (3) Descriptions: LTS 100 SP
 (4) Product Length 100
 (5) Filter (F or N) F
 (6) Pack (H or S) S
 (7) Flavor (M, N, or O) N
 (8) Num Per Pack: 20
 (9) Tar: 11 Nicotine: 0.7 CO: N/A ✓
 (10) Variety Units Sales:
 (11) Variety Dollar Sales:
 (12) Last Date Sold: N/A

REPORTABLE EXPENDITURES

(13) CAT-A-Expenses (Newspapers).....
 (14) CAT-B-Expenses (Magazines).....
 (15) CAT-C-Expenses (Outdoor).....
 (16) CAT-D-Expenses (Audio Visual).....
 (17) CAT-E-EXPENSES (Public Transport).....
 (18) CAT-F-Expenses (Direct Mail).....
 (19) CAT-G-Expenses (Point of Sale).....
 (20) CAT-H-Expenses (Promotional Allowances).....
 (21) CAT-I-Expenses (Samples).....
 (22) CAT-J-Expenses (Items).....
 (23) CAT-K-Expenses (Public Entertainment).....
 (24) CAT-L-Expenses (Endorsement).....
 (25) CAT-M-Expenses (Retail Value & Coupon).....
 (26) CAT-N-Expenses (All Other).....
 (27) Total Reportable Expenditures for Variety.....
 (28) Sporting Events.....
 (29) Ratings on Pack..... NO

Name Change - May 1995

CIGARETTE REPORT FORM

(1)	Year Covered	1996
(2)	Brand Family Name	SHIELD
(3)	Descriptions:	LTS 100 MEN SP
(4)	Product Length	100
(5)	Filter (F or N)	F
(6)	Pack (H or S)	S
(7)	Flavor (M, N, or O)	M
(8)	Num Per Pack:	20
(9)	Tar: 11 Nicotine: 0.8 CO: N/A	
(10)	Variety Units Sales:	
(11)	Variety Dollar Sales:	
(12)	Last Date Sold: N/A	

REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....
(14)	CAT-B-Expenses (Magazines).....
(15)	CAT-C-Expenses (Outdoor).....
(16)	CAT-D-Expenses (Audio Visual).....
(17)	CAT-E-EXPENSES (Public Transport).....
(18)	CAT-F-Expenses (Direct Mail).....
(19)	CAT-G-Expenses (Point of Sale).....
(20)	CAT-H-Expenses (Promotional Allowances).....
(21)	CAT-I-Expenses (Samples).....
(22)	CAT-J-Expenses (Items).....
(23)	CAT-K-Expenses (Public Entertainment).....
(24)	CAT-L-Expenses (Endorsement).....
(25)	CAT-M-Expenses (Retail Value & Coupon).....
(26)	CAT-N-Expenses (All Other).....
(27)	Total Reportable Expenditures for Variety.....
(28)	Sporting Events.....
(29)	Ratings on Pack..... NO

Name change - May 1995

CIGARETTE REPORT FORM

(1) Year Covered 1996
 (2) Brand Family Name SHIELD
 (3) Descriptions: UL+s KS SP
 (4) Product Length 84
 (5) Filter (F or N) F
 (6) Pack (H or S) S
 (7) Flavor (M, N, or O) N
 (8) Num Per Pack: 20
 (9) Tar: 6 Nicotine: 0.5 CO: N/A ✓
 (10) Variety Units Sales:
 (11) Variety Dollar Sales:
 (12) Last Date Sold: N/A

REPORTABLE EXPENDITURES

(13) CAT-A-Expenses (Newspapers).....
 (14) CAT-B-Expenses (Magazines).....
 (15) CAT-C-Expenses (Outdoor).....
 (16) CAT-D-Expenses (Audio Visual).....
 (17) CAT-E-EXPENSES (Public Transport).....
 (18) CAT-F-Expenses (Direct Mail).....
 (19) CAT-G-Expenses (Point of Sale).....
 (20) CAT-H-Expenses (Promotional Allowances).....
 (21) CAT-I-Expenses (Samples).....
 (22) CAT-J-Expenses (Items).....
 (23) CAT-K-Expenses (Public Entertainment).....
 (24) CAT-L-Expenses (Endorsement).....
 (25) CAT-M-Expenses (Retail Value & Coupon).....
 (26) CAT-N-Expenses (All Other).....
 (27) Total Reportable Expenditures for Variety.....
 (28) Sporting Events.....
 (29) Ratings on Pack..... NO

Name Change - May 1995

CIGARETTE REPORT FORM

(1)	Year Covered	1996
(2)	Brand Family Name	SHIELD
(3)	Descriptions:	ULTS 100 SP
(4)	Product Length	100
(5)	Filter (F or N)	F
(6)	Pack (H or S)	S
(7)	Flavor (M, N, or O)	N
(8)	Num Per Pack:	20
(9)	Tar: 6 Nicotine: 0.5 CO: N/A	
(10)	Variety Units Sales:	
(11)	Variety Dollar Sales:	
(12)	Last Date Sold: N/A	

REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	
(14)	CAT-B-Expenses (Magazines).....	
(15)	CAT-C-Expenses (Outdoor).....	
(16)	CAT-D-Expenses (Audio Visual).....	
(17)	CAT-E-EXPENSES (Public Transport).....	
(18)	CAT-F-Expenses (Direct Mail).....	
(19)	CAT-G-Expenses (Point of Sale).....	
(20)	CAT-H-Expenses (Promotional Allowances).....	
(21)	CAT-I-Expenses (Samples).....	
(22)	CAT-J-Expenses (Items).....	
(23)	CAT-K-Expenses (Public Entertainment).....	
(24)	CAT-L-Expenses (Endorsement).....	
(25)	CAT-M-Expenses (Retail Value & Coupon).....	
(26)	CAT-N-Expenses (All Other).....	
(27)	Total Reportable Expenditures for Variety.....	
(28)	Sporting Events.....	
(29)	Ratings on Pack.....	NO

Name Change - May 1995

CIGARETTE REPORT FORM

(1)	Year Covered	1996
(2)	Brand Family Name	SHIELD
(3)	Descriptions:	KS NF SP
(4)	Product Length	84
(5)	Filter (F or N)	N
(6)	Pack (H or S)	S
(7)	Flavor (M, N, or O)	N
(8)	Num Per Pack:	20
(9)	Tar: 24 Nicotine: 1.6	CO: N/A
(10)	Variety Units Sales:	
(11)	Variety Dollar Sales:	
(12)	Last Date Sold:	N/A

REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....
(14)	CAT-B-Expenses (Magazines).....
(15)	CAT-C-Expenses (Outdoor).....
(16)	CAT-D-Expenses (Audio Visual).....
(17)	CAT-E-EXPENSES (Public Transport).....
(18)	CAT-F-Expenses (Direct Mail).....
(19)	CAT-G-Expenses (Point of Sale).....
(20)	CAT-H-Expenses (Promotional Allowances).....
(21)	CAT-I-Expenses (Samples).....
(22)	CAT-J-Expenses (Items).....
(23)	CAT-K-Expenses (Public Entertainment).....
(24)	CAT-L-Expenses (Endorsement).....
(25)	CAT-M-Expenses (Retail Value & Coupon).....
(26)	CAT-N-Expenses (All Other).....
(27)	Total Reportable Expenditures for Variety.....
(28)	Sporting Events.....
(29)	Ratings on Pack.....

NO

Name Change - May 1995

CIGARETTE REPORT FORM

(1) Year Covered 1996
 (2) Brand Family Name Famous Value
 (3) Descriptions: Non-filter KS SP
 (4) Product Length 84
 (5) Filter (F or N) N
 (6) Pack (H or S) S
 (7) Flavor (M, N, or O) N
 (8) Num Per Pack: 20
 (9) Tar: 24 Nicotine: 1.6 CO: N/A
 (10) Variety Units Sales:
 (11) Variety Dollar Sales:
 (12) Last Date Sold: N/A

REPORTABLE EXPENDITURES

(13) CAT-A-Expenses (Newspapers).....
 (14) CAT-B-Expenses (Magazines).....
 (15) CAT-C-Expenses (Outdoor).....
 (16) CAT-D-Expenses (Audio Visual).....
 (17) CAT-E-EXPENSES (Public Transport).....
 (18) CAT-F-Expenses (Direct Mail).....
 (19) CAT-G-Expenses (Point of Sale).....
 (20) CAT-H-Expenses (Promotional Allowances).....
 (21) CAT-I-Expenses (Samples).....
 (22) CAT-J-Expenses (Items).....
 (23) CAT-K-Expenses (Public Entertainment).....
 (24) CAT-L-Expenses (Endorsement).....
 (25) CAT-M-Expenses (Retail Value & Coupon).....
 (26) CAT-N-Expenses (All Other).....
 (27) Total Reportable Expenditures for Variety.....
 (28) Sporting Events.....
 (29) Ratings on Pack..... N/A

CIGARETTE REPORT FORM

(1)	Year Covered	1996
(2)	Brand Family Name	Famous Value
(3)	Descriptions:	FF KS SP
(4)	Product Length	84
(5)	Filter (F or N)	F
(6)	Pack (H or S)	S
(7)	Flavor (M, N, or O)	N
(8)	Num Per Pack:	20
(9)	Tar: 16 Nicotine: 1.0	CO: N/A
(10)	Variety Units Sales:	
(11)	Variety Dollar Sales:	
(12)	Last Date Sold:	N/A

REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....
(14)	CAT-B-Expenses (Magazines).....
(15)	CAT-C-Expenses (Outdoor).....
(16)	CAT-D-Expenses (Audio Visual).....
(17)	CAT-E-EXPENSES (Public Transport).....
(18)	CAT-F-Expenses (Direct Mail).....
(19)	CAT-G-Expenses (Point of Sale).....
(20)	CAT-H-Expenses (Promotional Allowances).....
(21)	CAT-I-Expenses (Samples).....
(22)	CAT-J-Expenses (Items).....
(23)	CAT-K-Expenses (Public Entertainment).....
(24)	CAT-L-Expenses (Endorsement).....
(25)	CAT-M-Expenses (Retail Value & Coupon).....
(26)	CAT-N-Expenses (All Other).....
(27)	Total Reportable Expenditures for Variety.....
(28)	Sporting Events.....
(29)	Ratings on Pack..... NO

CIGARETTE REPORT FORM

(1)	Year Covered	1996
(2)	Brand Family Name	Famous Value
(3)	Descriptions:	FF 100 SP
(4)	Product Length	100
(5)	Filter (F or N)	F
(6)	Pack (H or S)	S
(7)	Flavor (M, N, or O)	N
(8)	Num Per Pack:	20
(9)	Tar: 16 Nicotine: 1.0 CO: N/A	
(10)	Variety Units Sales:	
(11)	Variety Dollar Sales:	
(12)	Last Date Sold: N/A	

REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....
(14)	CAT-B-Expenses (Magazines).....
(15)	CAT-C-Expenses (Outdoor).....
(16)	CAT-D-Expenses (Audio Visual).....
(17)	CAT-E-EXPENSES (Public Transport).....
(18)	CAT-F-Expenses (Direct Mail).....
(19)	CAT-G-Expenses (Point of Sale).....
(20)	CAT-H-Expenses (Promotional Allowances).....
(21)	CAT-I-Expenses (Samples).....
(22)	CAT-J-Expenses (Items).....
(23)	CAT-K-Expenses (Public Entertainment).....
(24)	CAT-L-Expenses (Endorsement).....
(25)	CAT-M-Expenses (Retail Value & Coupon).....
(26)	CAT-N-Expenses (All Other).....
(27)	Total Reportable Expenditures for Variety.....
(28)	Sporting Events.....
(29)	Ratings on Pack..... NO

CIGARETTE REPORT FORM

(1)	Year Covered	1996
(2)	Brand Family Name	Famous Value
(3)	Descriptions:	LTS KS SP
(4)	Product Length	84
(5)	Filter (F or N)	F
(6)	Pack (H or S)	S
(7)	Flavor (M, N, or O)	N
(8)	Num Per Pack:	20
(9)	Tar: 11 Nicotine: 0.7 CO: N/A	
(10)	Variety Units Sales:	
(11)	Variety Dollar Sales:	
(12)	Last Date Sold: N/A	

REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....
(14)	CAT-B-Expenses (Magazines).....
(15)	CAT-C-Expenses (Outdoor).....
(16)	CAT-D-Expenses (Audio Visual).....
(17)	CAT-E-EXPENSES (Public Transport).....
(18)	CAT-F-Expenses (Direct Mail).....
(19)	CAT-G-Expenses (Point of Sale).....
(20)	CAT-H-Expenses (Promotional Allowances).....
(21)	CAT-I-Expenses (Samples).....
(22)	CAT-J-Expenses (Items).....
(23)	CAT-K-Expenses (Public Entertainment).....
(24)	CAT-L-Expenses (Endorsement).....
(25)	CAT-M-Expenses (Retail Value & Coupon).....
(26)	CAT-N-Expenses (All Other).....
(27)	Total Reportable Expenditures for Variety.....
(28)	Sporting Events.....
(29)	Ratings on Pack..... NO

CIGARETTE REPORT FORM

(1)	Year Covered	1996
(2)	Brand Family Name	Famous Value
(3)	Descriptions:	Lts KS Men SP
(4)	Product Length	84
(5)	Filter (F or N)	F
(6)	Pack (H or S)	S
(7)	Flavor (M, N, or O)	M
(8)	Num Per Pack:	20
(9)	Tar: 11 Nicotine: 0.7 CO: N/A	
(10)	Variety Units Sales:	
(11)	Variety Dollar Sales:	
(12)	Last Date Sold: N/A	

REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....
(14)	CAT-B-Expenses (Magazines).....
(15)	CAT-C-Expenses (Outdoor).....
(16)	CAT-D-Expenses (Audio Visual).....
(17)	CAT-E-EXPENSES (Public Transport).....
(18)	CAT-F-Expenses (Direct Mail).....
(19)	CAT-G-Expenses (Point of Sale).....
(20)	CAT-H-Expenses (Promotional Allowances).....
(21)	CAT-I-Expenses (Samples).....
(22)	CAT-J-Expenses (Items).....
(23)	CAT-K-Expenses (Public Entertainment).....
(24)	CAT-L-Expenses (Endorsement).....
(25)	CAT-M-Expenses (Retail Value & Coupon).....
(26)	CAT-N-Expenses (All Other).....
(27)	Total Reportable Expenditures for Variety.....
(28)	Sporting Events.....
(29)	Ratings on Pack..... NO

CIGARETTE REPORT FORM

(1)	Year Covered	1996
(2)	Brand Family Name	Famous Value
(3)	Descriptions:	LTS 100 SP
(4)	Product Length	100
(5)	Filter (F or N)	F
(6)	Pack (H or S)	S
(7)	Flavor (M, N, or O)	N
(8)	Num Per Pack:	20
(9)	Tar: 11 Nicotine: 0.7	CO: N/A
(10)	Variety Units Sales:	
(11)	Variety Dollar Sales:	
(12)	Last Date Sold:	N/A

REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....
(14)	CAT-B-Expenses (Magazines).....
(15)	CAT-C-Expenses (Outdoor).....
(16)	CAT-D-Expenses (Audio Visual).....
(17)	CAT-E-EXPENSES (Public Transport).....
(18)	CAT-F-Expenses (Direct Mail).....
(19)	CAT-G-Expenses (Point of Sale).....
(20)	CAT-H-Expenses (Promotional Allowances).....
(21)	CAT-I-Expenses (Samples).....
(22)	CAT-J-Expenses (Items).....
(23)	CAT-K-Expenses (Public Entertainment).....
(24)	CAT-L-Expenses (Endorsement).....
(25)	CAT-M-Expenses (Retail Value & Coupon).....
(26)	CAT-N-Expenses (All Other).....
(27)	Total Reportable Expenditures for Variety.....
(28)	Sporting Events.....
(29)	Ratings on Pack..... NO

CIGARETTE REPORT FORM

(1)	Year Covered	1996
(2)	Brand Family Name	Famous Value
(3)	Descriptions:	Lts 100 men SP
(4)	Product Length	100
(5)	Filter (F or N)	F
(6)	Pack (H or S)	S
(7)	Flavor (M, N, or O)	M
(8)	Num Per Pack:	20
(9)	Tar: 11 Nicotine: 0.8 CO: N/A	
(10)	Variety Units Sales:	
(11)	Variety Dollar Sales:	
(12)	Last Date Sold: N/A	

REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....
(14)	CAT-B-Expenses (Magazines).....
(15)	CAT-C-Expenses (Outdoor).....
(16)	CAT-D-Expenses (Audio Visual).....
(17)	CAT-E-EXPENSES (Public Transport).....
(18)	CAT-F-Expenses (Direct Mail).....
(19)	CAT-G-Expenses (Point of Sale).....
(20)	CAT-H-Expenses (Promotional Allowances).....
(21)	CAT-I-Expenses (Samples).....
(22)	CAT-J-Expenses (Items).....
(23)	CAT-K-Expenses (Public Entertainment).....
(24)	CAT-L-Expenses (Endorsement).....
(25)	CAT-M-Expenses (Retail Value & Coupon).....
(26)	CAT-N-Expenses (All Other).....
(27)	Total Reportable Expenditures for Variety.....
(28)	Sporting Events.....
(29)	Ratings on Pack.....NO

CIGARETTE REPORT FORM

(1)	Year Covered	1996
(2)	Brand Family Name	FAMOUS VALUE
(3)	Descriptions:	ULTRA LTS KS SP
(4)	Product Length	84
(5)	Filter (F or N)	F
(6)	Pack (H or S)	S
(7)	Flavor (M, N, or O)	N
(8)	Num Per Pack:	20
(9)	Tar: 6 Nicotine: 0.5 CO: N/A	
(10)	Variety Units Sales:	
(11)	Variety Dollar Sales:	
(12)	Last Date Sold: N/A	

REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	
(14)	CAT-B-Expenses (Magazines).....	
(15)	CAT-C-Expenses (Outdoor).....	
(16)	CAT-D-Expenses (Audio Visual).....	
(17)	CAT-E-EXPENSES (Public Transport).....	
(18)	CAT-F-Expenses (Direct Mail).....	
(19)	CAT-G-Expenses (Point of Sale).....	
(20)	CAT-H-Expenses (Promotional Allowances).....	
(21)	CAT-I-Expenses (Samples).....	
(22)	CAT-J-Expenses (Items).....	
(23)	CAT-K-Expenses (Public Entertainment).....	
(24)	CAT-L-Expenses (Endorsement).....	
(25)	CAT-M-Expenses (Retail Value & Coupon).....	
(26)	CAT-N-Expenses (All Other).....	
(27)	Total Reportable Expenditures for Variety.....	
(28)	Sporting Events.....	
(29)	Ratings on Pack.....	N/A

CIGARETTE REPORT FORM

(1)	Year Covered	1996
(2)	Brand Family Name	FAMOUS VALUE
(3)	Descriptions:	Ultra Lts 100 SP
(4)	Product Length	100
(5)	Filter (F or N)	F
(6)	Pack (H or S)	S
(7)	Flavor (M,N, or O)	N
(8)	Num Per Pack:	20
(9)	Tar: 6 Nicotine: 0.5 CO: N/A	
(10)	Variety Units Sales:	
(11)	Variety Dollar Sales:	
(12)	Last Date Sold: N/A	

REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....
(14)	CAT-B-Expenses (Magazines).....
(15)	CAT-C-Expenses (Outdoor).....
(16)	CAT-D-Expenses (Audio Visual).....
(17)	CAT-E-EXPENSES (Public Transport).....
(18)	CAT-F-Expenses (Direct Mail).....
(19)	CAT-G-Expenses (Point of Sale).....
(20)	CAT-H-Expenses (Promotional Allowances).....
(21)	CAT-I-Expenses (Samples).....
(22)	CAT-J-Expenses (Items).....
(23)	CAT-K-Expenses (Public Entertainment).....
(24)	CAT-L-Expenses (Endorsement).....
(25)	CAT-M-Expenses (Retail Value & Coupon).....
(26)	CAT-N-Expenses (All Other).....
(27)	Total Reportable Expenditures for Variety.....
(28)	Sporting Events.....
(29)	Ratings on Pack.....

no

CIGARETTE REPORT FORM

- (1) Year Covered
 (2) Brand Family Name
 (3) Descriptions:
 (4) Product Length
 (5) Filter (F or N)
 (6) Pack (H or S)
 (7) Flavor (MAN, or O)
 (8) Num Per Pack:
 (9) Tar: 15 Nicotine: 1.0 CO: N/A ✓
 (10) Variety Units Sales:
 (11) Variety Dollar Sales:
 (12) Last Date Sold: N/A

1996
 Best Buy
 FF KS HP
 83
 F
 H
 N
 20

First Date Sold: April 1996

REPORTABLE EXPENDITURES

- (13) CAT-A-Expenses (Newspapers).....
 (14) CAT-B-Expenses (Magazines).....
 (15) CAT-C-Expenses (Outdoor).....
 (16) CAT-D-Expenses (Audio Visual).....
 (17) CAT-E-EXPENSES (Public Transport).....
 (18) CAT-F-Expenses (Direct Mail).....
 (19) CAT-G-Expenses (Point of Sale).....
 (20) CAT-H-Expenses (Promotional Allowances).....
 (21) CAT-I-Expenses (Samples).....
 (22) CAT-J-Expenses (Items).....
 (23) CAT-K-Expenses (Public Entertainment).....
 (24) CAT-L-Expenses (Endorsement).....
 (25) CAT-M-Expenses (Retail Value & Coupon).....
 (26) CAT-N-Expenses (All Other).....
 (27) Total Reportable Expenditures for Variety.....
 (28) Sporting Events.....
 (29) Ratings on Pack..... NO

Introduced 1996

CIGARETTE REPORT FORM

- (1) Year Covered
 (2) Brand Family Name
 (3) Description:
 (4) Product Length
 (5) Filter (F or N)
 (6) Pack (H or S)
 (7) Flavor (M, N, or O)
 (8) Num Per Pack:
 (9) Tar: 16 Nicotine: 1.0 CO: N/A ✓
 (10) Variety Units Sales:
 (11) Variety Dollar Sales:
 (12) Last Date Sold: N/A

1996
 Best Buy
 FF 100 MEN HP
 100
 F
 H
 M
 20

First Date Sold: April 1996

REPORTABLE EXPENDITURES

- (13) CAT-A-Expenses (Newspapers).....
 (14) CAT-B-Expenses (Magazines).....
 (15) CAT-C-Expenses (Outdoor).....
 (16) CAT-D-Expenses (Audio Visual).....
 (17) CAT-E-EXPENSES (Public Transport).....
 (18) CAT-F-Expenses (Direct Mail).....
 (19) CAT-G-Expenses (Point of Sale).....
 (20) CAT-H-Expenses (Promotional Allowances).....
 (21) CAT-I-Expenses (Samples).....
 (22) CAT-J-Expenses (Items).....
 (23) CAT-K-Expenses (Public Entertainment).....
 (24) CAT-L-Expenses (Endorsement).....
 (25) CAT-M-Expenses (Retail Value & Coupon).....
 (26) CAT-N-Expenses (All Other).....
 (27) Total Reportable Expenditures for Variety.....
 (28) Sporting Events.....
 (29) Ratings on Pack..... NO

Introduced 1996

CIGARETTE REPORT FORM

- (1) Year Covered
 (2) Brand Family Name
 (3) Descriptions:
 (4) Product Length
 (5) Filter (F or N)
 (6) Pack (H or S)
 (7) Flavor (M, N, or O)
 (8) Num Per Pack:
 (9) Tar: 16 Nicotine: 1.0 CO: N/A
 (10) Variety Units Sales:
 (11) Variety Dollar Sales:
 (12) Last Date Sold: N/A

1996
 BASIC
 FF 100 HP
 100
 F
 H
 N
 20

First Date Sold: April 1996

REPORTABLE EXPENDITURES

- (13) CAT-A-Expenses (Newspapers).....
 (14) CAT-B-Expenses (Magazines).....
 (15) CAT-C-Expenses (Outdoor).....
 (16) CAT-D-Expenses (Audio Visual).....
 (17) CAT-E-EXPENSES (Public Transport).....
 (18) CAT-F-Expenses (Direct Mail).....
 (19) CAT-G-Expenses (Point of Sale).....
 (20) CAT-H-Expenses (Promotional Allowances).....
 (21) CAT-I-Expenses (Samples).....
 (22) CAT-J-Expenses (Items).....
 (23) CAT-K-Expenses (Public Entertainment).....
 (24) CAT-L-Expenses (Endorsement).....
 (25) CAT-M-Expenses (Retail Value & Coupon).....
 (26) CAT-N-Expenses (All Other).....
 (27) Total Reportable Expenditures for Variety.....
 (28) Sporting Events.....
 (29) Ratings on Pack.....NO

Introduced 1996

CIGARETTE REPORT FORM

(1) Year Covered 1996
 (2) Brand Family Name PARLIAMENT
 (3) Descriptions: LTS LS MON HP
 (4) Product Length 80
 (5) Filter (F or N) F
 (6) Pack (H or S) H
 (7) Flavor (M, N, or O) M
 (8) Num Per Pack: 20
 (9) Tar: 10 Nicotine: 0.7 CO: N/A
 (10) Variety Units Sales:
 (11) Variety Dollar Sales:
 (12) Last Date Sold: N/A First Date Sold - April 1996

REPORTABLE EXPENDITURES

(13) CAT-A-Expenses (Newspapers).....
 (14) CAT-B-Expenses (Magazines).....
 (15) CAT-C-Expenses (Outdoor).....
 (16) CAT-D-Expenses (Audio Visual).....
 (17) CAT-E-EXPENSES (Public Transport).....
 (18) CAT-F-Expenses (Direct Mail).....
 (19) CAT-G-Expenses (Point of Sale).....
 (20) CAT-H-Expenses (Promotional Allowances).....
 (21) CAT-I-Expenses (Samples).....
 (22) CAT-J-Expenses (Items).....
 (23) CAT-K-Expenses (Public Entertainment).....
 (24) CAT-L-Expenses (Endorsement).....
 (25) CAT-M-Expenses (Retail Value & Coupon).....
 (26) CAT-N-Expenses (All Other).....
 (27) Total Reportable Expenditures for Variety.....
 (28) Sporting Events.....
 (29) Ratings on Pack..... NO

Introduced 1996

CIGARETTE REPORT FORM

- (1) Year Covered
 (2) Brand Family Name
 (3) Descriptions:
 (4) Product Length
 (5) Filter (F or N)
 (6) Pack (H or S)
 (7) Flavor (M, N, or O)
 (8) Num Per Pack:
 (9) Tar: 13 Nicotine: 0.9 CO: N/A
 (10) Variety Units Sales:
 (11) Variety Dollar Sales:
 (12) Last Date Sold: N/A

1996
 PARLIAMENT
 L+T 100 MEN HP
 100
 F
 H
 M
 20

First Date Sold - April 1996

REPORTABLE EXPENDITURES

- (13) CAT-A-Expenses (Newspapers).....
 (14) CAT-B-Expenses (Magazines).....
 (15) CAT-C-Expenses (Outdoor).....
 (16) CAT-D-Expenses (Audio Visual).....
 (17) CAT-E-EXPENSES (Public Transport).....
 (18) CAT-F-Expenses (Direct Mail).....
 (19) CAT-G-Expenses (Point of Sale).....
 (20) CAT-H-Expenses (Promotional Allowances).....
 (21) CAT-I-Expenses (Samples).....
 (22) CAT-J-Expenses (Items).....
 (23) CAT-K-Expenses (Public Entertainment).....
 (24) CAT-L-Expenses (Endorsement).....
 (25) CAT-M-Expenses (Retail Value & Coupon).....
 (26) CAT-N-Expenses (All Other).....
 (27) Total Reportable Expenditures for Variety.....
 (28) Sporting Events.....
 (29) Ratings on Pack..... NO

Introduced 1996

CIGARETTE REPORT FORM

(1) Year Covered ¹⁹⁹⁵ 1996
 (2) Brand Family Name Players Navy Cut
 (3) Descriptions: King F HP
 (4) Product Length 83
 (5) Filter (F or N) F
 (6) Pack (H or S) H
 (7) Flavor (M.N. or O) N
 (8) Num Per Pack: 101
 (9) Tar: ~~N/A~~ 16 Nicotine: ~~N/A~~ CO: N/A ✓ 20
 (10) Variety Units Sales:
 (11) Variety Dollar Sales:
 (12) Last Date Sold: N/A First Date Sold = April 1996

REPORTABLE EXPENDITURES

(13) CAT-A-Expenses (Newspapers).....
 (14) CAT-B-Expenses (Magazines).....
 (15) CAT-C-Expenses (Outdoor).....
 (16) CAT-D-Expenses (Audio Visual).....
 (17) CAT-E-EXPENSES (Public Transport).....
 (18) CAT-F-Expenses (Direct Mail).....
 (19) CAT-G-Expenses (Point of Sale).....
 (20) CAT-H-Expenses (Promotional Allowances).....
 (21) CAT-I-Expenses (Samples).....
 (22) CAT-J-Expenses (Items).....
 (23) CAT-K-Expenses (Public Entertainment).....
 (24) CAT-L-Expenses (Endorsement).....
 (25) CAT-M-Expenses (Retail Value & Coupon).....
 (26) CAT-N-Expenses (All Other).....
 (27) Total Reportable Expenditures for Variety.....
 (28) Sporting Events.....
 (29) Ratings on Pack..... NO

Introduced 1996

Discontinued later in 1996

CIGARETTE REPORT FORM

- (1) Year Covered *1995 1996*
 (2) Brand Family Name *Players Lights Navy Cut*
 (3) Descriptions: *KING F HP Light*
 (4) Product Length *83*
 (5) Filter (F or N) *F*
 (6) Pack (H or S) *N*
 (7) Flavor (M,N, or O) *20*
 (8) Num Per Pack: *0.8*
 (9) Tar: ~~11~~ // Nicotine: ~~0.8~~ CO: N/A ✓
 (10) Variety Units Sales:
 (11) Variety Dollar Sales: *First Date Sold = April 1996*
 (12) Last Date Sold: N/A

REPORTABLE EXPENDITURES

- (13) CAT-A-Expenses (Newspapers).....
 (14) CAT-B-Expenses (Magazines).....
 (15) CAT-C-Expenses (Outdoor).....
 (16) CAT-D-Expenses (Audio Visual).....
 (17) CAT-E-EXPENSES (Public Transport).....
 (18) CAT-F-Expenses (Direct Mail).....
 (19) CAT-G-Expenses (Point of Sale).....
 (20) CAT-H-Expenses (Promotional Allowances).....
 (21) CAT-I-Expenses (Samples).....
 (22) CAT-J-Expenses (Items).....
 (23) CAT-K-Expenses (Public Entertainment).....
 (24) CAT-L-Expenses (Endorsement).....
 (25) CAT-M-Expenses (Retail Value & Coupon).....
 (26) CAT-N-Expenses (All Other).....
 (27) Total Reportable Expenditures for Variety.....
 (28) Sporting Events.....
 (29) Ratings on Pack..... *NO*

Introduced 1996
Discontinued later in 1996

CIGARETTE REPORT FORM

(1)	Year Covered	1996
(2)	Brand Family Name	Gen Co
(3)	Descriptions:	FF KS HP
(4)	Product Length	83
(5)	Filter (F or N)	F
(6)	Pack (H or S)	H
(7)	Flavor (M, N, or O)	N
(8)	Num Per Pack:	20
(9)	Tar: 17 Nicotine: 1.0	CO: N/A
(10)	Variety Units Sales:	
(11)	Variety Dollar Sales:	
(12)	Last Date Sold: N/A	First Date Sold - May 1996

REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....
(14)	CAT-B-Expenses (Magazines).....
(15)	CAT-C-Expenses (Outdoor).....
(16)	CAT-D-Expenses (Audio Visual).....
(17)	CAT-E-EXPENSES (Public Transport).....
(18)	CAT-F-Expenses (Direct Mail).....
(19)	CAT-G-Expenses (Point of Sale).....
(20)	CAT-H-Expenses (Promotional Allowances).....
(21)	CAT-I-Expenses (Samples).....
(22)	CAT-J-Expenses (Items).....
(23)	CAT-K-Expenses (Public Entertainment).....
(24)	CAT-L-Expenses (Endorsement).....
(25)	CAT-M-Expenses (Retail Value & Coupon).....
(26)	CAT-N-Expenses (All Other).....
(27)	Total Reportable Expenditures for Variety.....
(28)	Sporting Events.....
(29)	Ratings on Pack..... NO

Introduced 1996

CIGARETTE REPORT FORM

- (1) Year Covered
 (2) Brand Family Name
 (3) Descriptions:
 (4) Product Length
 (5) Filter (F or N)
 (6) Pack (H or S)
 (7) Flavor (M, N, or O)
 (8) Num Per Pack:
 (9) Tar: 11 Nicotine: 0.8 CO: N/A ✓
 (10) Variety Units Sales:
 (11) Variety Dollar Sales:
 (12) Last Date Sold: N/A

1996
 GENCO
 LTs KS HP
 83
 F
 H
 N
 20

First Date Sold - May 1996

REPORTABLE EXPENDITURES

- (13) CAT-A-Expenses (Newspapers).....
 (14) CAT-B-Expenses (Magazines).....
 (15) CAT-C-Expenses (Outdoor).....
 (16) CAT-D-Expenses (Audio Visual).....
 (17) CAT-E-EXPENSES (Public Transport).....
 (18) CAT-F-Expenses (Direct Mail).....
 (19) CAT-G-Expenses (Point of Sale).....
 (20) CAT-H-Expenses (Promotional Allowances).....
 (21) CAT-I-Expenses (Samples).....
 (22) CAT-J-Expenses (Items).....
 (23) CAT-K-Expenses (Public Entertainment).....
 (24) CAT-L-Expenses (Endorsement).....
 (25) CAT-M-Expenses (Retail Value & Coupon).....
 (26) CAT-N-Expenses (All Other).....
 (27) Total Reportable Expenditures for Variety.....
 (28) Sporting Events.....
 (29) Ratings on Pack..... NO

Introduced 1996

CIGARETTE REPORT FORM

(1) Year Covered 1996
 (2) Brand Family Name GENCO
 (3) Descriptions: FF 100 HP
 (4) Product Length 100
 (5) Filter (F or N) F
 (6) Pack (H or S) H
 (7) Flavor (M, N, or O) N
 (8) Num Per Pack 20
 (9) Tar: 16 Nicotine: 1.0 CO: N/A
 (10) Variety Units Sales:
 (11) Variety Dollar Sales: First Date Sold - May 1996
 (12) Last Date Sold: N/A

REPORTABLE EXPENDITURES

(13) CAT-A-Expenses (Newspapers).....
 (14) CAT-B-Expenses (Magazines).....
 (15) CAT-C-Expenses (Outdoor).....
 (16) CAT-D-Expenses (Audio Visual).....
 (17) CAT-E-EXPENSES (Public Transport).....
 (18) CAT-F-Expenses (Direct Mail).....
 (19) CAT-G-Expenses (Point of Sale).....
 (20) CAT-H-Expenses (Promotional Allowances).....
 (21) CAT-I-Expenses (Samples).....
 (22) CAT-J-Expenses (Items).....
 (23) CAT-K-Expenses (Public Entertainment).....
 (24) CAT-L-Expenses (Endorsement).....
 (25) CAT-M-Expenses (Retail Value & Coupon).....
 (26) CAT-N-Expenses (All Other).....
 (27) Total Reportable Expenditures for Variety.....
 (28) Sporting Events.....
 (29) Ratings on Pack..... NO

Introduced 1996

CIGARETTE REPORT FORM

(1) Year Covered ~~1995~~ 1996
 (2) Brand Family Name Skyline Series
 (3) Descriptions: Accord Full Flavor King Size
 (4) Product Length 84
 (5) Filter (F or N) F
 (6) Pack (H or S) S
 (7) Flavor (M,N, or O) N
 (8) Num Per Pack: 10 20
 (9) Tar: ~~16~~ 16 Nicotine: ~~0.9~~ 0.9 CO: N/A ✓
 (10) Variety Units Sales:
 (11) Variety Dollar Sales:
 (12) Last Date Sold: N/A

REPORTABLE EXPENDITURES

(13) CAT-A-Expenses (Newspapers).....
 (14) CAT-B-Expenses (Magazines).....
 (15) CAT-C-Expenses (Outdoor).....
 (16) CAT-D-Expenses (Audio Visual).....
 (17) CAT-E-EXPENSES (Public Transport).....
 (18) CAT-F-Expenses (Direct Mail).....
 (19) CAT-G-Expenses (Point of Sale).....
 (20) CAT-H-Expenses (Promotional Allowances).....
 (21) CAT-I-Expenses (Samples).....
 (22) CAT-J-Expenses (Items).....
 (23) CAT-K-Expenses (Public Entertainment).....
 (24) CAT-L-Expenses (Endorsement).....
 (25) CAT-M-Expenses (Retail Value & Coupon).....
 (26) CAT-N-Expenses (All Other).....
 (27) Total Reportable Expenditures for Variety.....
 (28) Sporting Events.....
 (29) Ratings on Pack..... NO

CIGARETTE REPORT FORM

(1) Year Covered ~~1995~~ 1996
 (2) Brand Family Name Skyline Series
 (3) Descriptions: Broadway Full Flavor King Size
 (4) Product Length 84
 (5) Filter (F or N) F
 (6) Pack (H or S) S
 (7) Flavor (M.N. or O) N
 (8) Num Per Pack: 20
 (9) Tar: ~~N/A~~ 16 Nicotine: ~~N/A~~ CO: N/A ✓
 (10) Variety Units Sales:
 (11) Variety Dollar Sales:
 (12) Last Date Sold: N/A

REPORTABLE EXPENDITURES

(13) CAT-A-Expenses (Newspapers).....
 (14) CAT-B-Expenses (Magazines).....
 (15) CAT-C-Expenses (Outdoor).....
 (16) CAT-D-Expenses (Audio Visual).....
 (17) CAT-E-EXPENSES (Public Transport).....
 (18) CAT-F-Expenses (Direct Mail).....
 (19) CAT-G-Expenses (Point of Sale).....
 (20) CAT-H-Expenses (Promotional Allowances).....
 (21) CAT-I-Expenses (Samples).....
 (22) CAT-J-Expenses (Items).....
 (23) CAT-K-Expenses (Public Entertainment).....
 (24) CAT-L-Expenses (Endorsement).....
 (25) CAT-M-Expenses (Retail Value & Coupon).....
 (26) CAT-N-Expenses (All Other).....
 (27) Total Reportable Expenditures for Variety.....
 (28) Sporting Events.....
 (29) Ratings on Pack..... NO

CIGARETTE REPORT FORM

(1) Year Covered *1995-1996*
 (2) Brand Family Name *Skyline Series*
 (3) Descriptions: *Fairmont Full Flavor King Size*
 (4) Product Length *84*
 (5) Filter (F or N) *F*
 (6) Pack (H or S) *N*
 (7) Flavor (M,N. or O) *N*
 (8) Num Per Pack: *1.0* *20*
 (9) Tar: ~~11~~ *16* Nicotine: ~~0.7~~ *CO: N/A* ✓
 (10) Variety Units Sales:
 (11) Variety Dollar Sales:
 (12) Last Date Sold: N/A

REPORTABLE EXPENDITURES

(13) CAT-A-Expenses (Newspapers).....
 (14) CAT-B-Expenses (Magazines).....
 (15) CAT-C-Expenses (Outdoor).....
 (16) CAT-D-Expenses (Audio Visual).....
 (17) CAT-E-EXPENSES (Public Transport).....
 (18) CAT-F-Expenses (Direct Mail).....
 (19) CAT-G-Expenses (Point of Sale).....
 (20) CAT-H-Expenses (Promotional Allowances).....
 (21) CAT-I-Expenses (Samples).....
 (22) CAT-J-Expenses (Items).....
 (23) CAT-K-Expenses (Public Entertainment).....
 (24) CAT-L-Expenses (Endorsement).....
 (25) CAT-M-Expenses (Retail Value & Coupon).....
 (26) CAT-N-Expenses (All Other).....
 (27) Total Reportable Expenditures for Variety.....
 (28) Sporting Events.....
 (29) Ratings on Pack..... *NO*

CIGARETTE REPORT FORM

(1) Year Covered ~~1995~~ 1996
 (2) Brand Family Name Skyline Series
 (3) Descriptions: Free Full Flavor King Size
 (4) Product Length 84
 (5) Filter (F or N) F
 (6) Pack (H or S) S
 (7) Flavor (M,N, or O) N
 (8) Num Per Pack: 1,0 20
 (9) Tar: ~~11~~ 16 Nicotine: ~~0.9~~ CO: N/A ✓
 (10) Variety Units Sales:
 (11) Variety Dollar Sales:
 (12) Last Date Sold: N/A

REPORTABLE EXPENDITURES

(13) CAT-A-Expenses (Newspapers).....
 (14) CAT-B-Expenses (Magazines).....
 (15) CAT-C-Expenses (Outdoor).....
 (16) CAT-D-Expenses (Audio Visual).....
 (17) CAT-E-EXPENSES (Public Transport).....
 (18) CAT-F-Expenses (Direct Mail)
 (19) CAT-G-Expenses (Point of Sale).....
 (20) CAT-H-Expenses (Promotional Allowances)
 (21) CAT-I-Expenses (Samples)
 (22) CAT-J-Expenses (Items)
 (23) CAT-K-Expenses (Public Entertainment).....
 (24) CAT-L-Expenses (Endorsement).....
 (25) CAT-M-Expenses (Retail Value & Coupon).....
 (26) CAT-N-Expenses (All Other).....
 (27) Total Reportable Expenditures for Variety
 (28) Sporting Events
 (29) Ratings on Pack NO

CIGARETTE REPORT FORM

(1) Year Covered ~~1995~~ 1996
 (2) Brand Family Name Skyline Series
 (3) Descriptions: New Yorker Full Flavor King Size
 (4) Product Length 84
 (5) Filter (F or N) F
 (6) Pack (H or S) S
 (7) Flavor (M, N, or O) N
 (8) Num Per Pack: 1.0 20
 (9) Tar: ~~11~~ 16 Nicotine: ~~0.9~~ CO: N/A ✓
 (10) Variety Units Sales:
 (11) Variety Dollar Sales:
 (12) Last Date Sold: N/A

REPORTABLE EXPENDITURES

(13) CAT-A-Expenses (Newspapers).....
 (14) CAT-B-Expenses (Magazines).....
 (15) CAT-C-Expenses (Outdoor).....
 (16) CAT-D-Expenses (Audio Visual).....
 (17) CAT-E-EXPENSES (Public Transport).....
 (18) CAT-F-Expenses (Direct Mail)
 (19) CAT-G-Expenses (Point of Sale).....
 (20) CAT-H-Expenses (Promotional Allowances)
 (21) CAT-I-Expenses (Samples)
 (22) CAT-J-Expenses (Items).....
 (23) CAT-K-Expenses (Public Entertainment).....
 (24) CAT-L-Expenses (Endorsement).....
 (25) CAT-M-Expenses (Retail Value & Coupon).....
 (26) CAT-N-Expenses (All Other).....
 (27) Total Reportable Expenditures for Variety.....
 (28) Sporting Events.....
 (29) Ratings on Pack..... NO

CIGARETTE REPORT FORM

(1) Year Covered *1995-1996*
 (2) Brand Family Name *Skyline Series*
 (3) Descriptions: *Park Drive Full Flavor King Size*
 (4) Product Length *84*
 (5) Filter (F or N) *F*
 (6) Pack (H or S) *S*
 (7) Flavor (M,N, or O) *N*
 (8) Num Per Pack: *10* *20*
 (9) Tar: ~~11~~ *16* Nicotine: ~~0.8~~ CO: N/A ✓
 (10) Variety Units Sales:
 (11) Variety Dollar Sales:
 (12) Last Date Sold: N/A

REPORTABLE EXPENDITURES

(13) CAT-A-Expenses (Newspapers).....
 (14) CAT-B-Expenses (Magazines).....
 (15) CAT-C-Expenses (Outdoor).....
 (16) CAT-D-Expenses (Audio Visual).....
 (17) CAT-E-EXPENSES (Public Transport).....
 (18) CAT-F-Expenses (Direct Mail).....
 (19) CAT-G-Expenses (Point of Sale).....
 (20) CAT-H-Expenses (Promotional Allowances).....
 (21) CAT-I-Expenses (Samples).....
 (22) CAT-J-Expenses (Items).....
 (23) CAT-K-Expenses (Public Entertainment).....
 (24) CAT-L-Expenses (Endorsement).....
 (25) CAT-M-Expenses (Retail Value & Coupon).....
 (26) CAT-N-Expenses (All Other).....
 (27) Total Reportable Expenditures for Variety.....
 (28) Sporting Events.....
 (29) Ratings on Pack..... *NO*

CIGARETTE REPORT FORM

(1) Year Covered ~~1995~~ 1996
 (2) Brand Family Name Skyline Series
 (3) Descriptions: Paxton Full Flavor King Size
 (4) Product Length 84
 (5) Filter (F or N) F
 (6) Pack (H or S) S
 (7) Flavor (M, N, or O) N
 (8) Num Per Pack: 1.0 20
 (9) Tar: ~~N/A~~ 16 Nicotine: ~~N/A~~ CO: N/A ✓
 (10) Variety Units Sales:
 (11) Variety Dollar Sales:
 (12) Last Date Sold: N/A

REPORTABLE EXPENDITURES

(13) CAT-A-Expenses (Newspapers).....
 (14) CAT-B-Expenses (Magazines).....
 (15) CAT-C-Expenses (Outdoor).....
 (16) CAT-D-Expenses (Audio Visual).....
 (17) CAT-E-EXPENSES (Public Transport).....
 (18) CAT-F-Expenses (Direct Mail).....
 (19) CAT-G-Expenses (Point of Sale).....
 (20) CAT-H-Expenses (Promotional Allowances).....
 (21) CAT-I-Expenses (Samples).....
 (22) CAT-J-Expenses (Items).....
 (23) CAT-K-Expenses (Public Entertainment).....
 (24) CAT-L-Expenses (Endorsement).....
 (25) CAT-M-Expenses (Retail Value & Coupon).....
 (26) CAT-N-Expenses (All Other).....
 (27) Total Reportable Expenditures for Variety.....
 (28) Sporting Events.....
 (29) Ratings on Pack..... NO

CIGARETTE REPORT FORM

(1) Year Covered ~~1995~~ 1996
 (2) Brand Family Name Skyline Series
 (3) Descriptions: Plaza Full Flavor King Size
 (4) Product Length 84
 (5) Filter (F or N) F
 (6) Pack (H or S) S
 (7) Flavor (M,N, or O) N
 (8) Num Per Pack: 1.0 20
 (9) Tar: ~~N/A~~ 16 Nicotine: ~~N/A~~ CO: N/A ✓
 (10) Variety Units Sales:
 (11) Variety Dollar Sales:
 (12) Last Date Sold: N/A

REPORTABLE EXPENDITURES

(13) CAT-A-Expenses (Newspapers).....
 (14) CAT-B-Expenses (Magazines).....
 (15) CAT-C-Expenses (Outdoor).....
 (16) CAT-D-Expenses (Audio Visual).....
 (17) CAT-E-EXPENSES (Public Transport).....
 (18) CAT-F-Expenses (Direct Mail).....
 (19) CAT-G-Expenses (Point of Sale).....
 (20) CAT-H-Expenses (Promotional Allowances).....
 (21) CAT-I-Expenses (Samples).....
 (22) CAT-J-Expenses (Items).....
 (23) CAT-K-Expenses (Public Entertainment).....
 (24) CAT-L-Expenses (Endorsement).....
 (25) CAT-M-Expenses (Retail Value & Coupon).....
 (26) CAT-N-Expenses (All Other).....
 (27) Total Reportable Expenditures for Variety.....
 (28) Sporting Events.....
 (29) Ratings on Pack..... NO

CIGARETTE REPORT FORM

(1) Year Covered ~~1995~~ 1996
 (2) Brand Family Name Skyline Series
 (3) Descriptions: Profile Full Flavor King Size
 (4) Product Length 84
 (5) Filter (F or N) F
 (6) Pack (H or S) S
 (7) Flavor (M,N, or O) N
 (8) Num Per Pack: 1.0
 (9) Tar: ~~N/A~~ 16 Nicotine: ~~N/A~~ CO: N/A ✓ 20
 (10) Variety Units Sales:
 (11) Variety Dollar Sales:
 (12) Last Date Sold: N/A

REPORTABLE EXPENDITURES

(13) CAT-A-Expenses (Newspapers).....
 (14) CAT-B-Expenses (Magazines).....
 (15) CAT-C-Expenses (Outdoor).....
 (16) CAT-D-Expenses (Audio Visual).....
 (17) CAT-E-EXPENSES (Public Transport).....
 (18) CAT-F-Expenses (Direct Mail)
 (19) CAT-G-Expenses (Point of Sale).....
 (20) CAT-H-Expenses (Promotional Allowances)
 (21) CAT-I-Expenses (Samples)
 (22) CAT-J-Expenses (Items).....
 (23) CAT-K-Expenses (Public Entertainment).....
 (24) CAT-L-Expenses (Endorsement).....
 (25) CAT-M-Expenses (Retail Value & Coupon).....
 (26) CAT-N-Expenses (All Other).....
 (27) Total Reportable Expenditures for Variety.....
 (28) Sporting Events.....
 (29) Ratings on Pack..... NO

CIGARETTE REPORT FORM

(1) Year Covered ~~1995~~ 1996
 (2) Brand Family Name Skyline Series
 (3) Descriptions: Raffles Full Flavor King Size
 (4) Product Length 84
 (5) Filter (F or N) F
 (6) Pack (H or S) S
 (7) Flavor (M,N, or O) N
 (8) Num Per Pack: 10
 (9) Tar: ~~N/A~~ 16 Nicotine: ~~N/A~~ CO: N/A ✓
 (10) Variety Units Sales:
 (11) Variety Dollar Sales:
 (12) Last Date Sold: N/A

REPORTABLE EXPENDITURES

(13) CAT-A-Expenses (Newspapers).....
 (14) CAT-B-Expenses (Magazines).....
 (15) CAT-C-Expenses (Outdoor).....
 (16) CAT-D-Expenses (Audio Visual).....
 (17) CAT-E-EXPENSES (Public Transport).....
 (18) CAT-F-Expenses (Direct Mail)
 (19) CAT-G-Expenses (Point of Sale).....
 (20) CAT-H-Expenses (Promotional Allowances)
 (21) CAT-I-Expenses (Samples)
 (22) CAT-J-Expenses (Items).....
 (23) CAT-K-Expenses (Public Entertainment).....
 (24) CAT-L-Expenses (Endorsement).....
 (25) CAT-M-Expenses (Retail Value & Coupon).....
 (26) CAT-N-Expenses (All Other).....
 (27) Total Reportable Expenditures for Variety.....
 (28) Sporting Events.....
 (29) Ratings on Pack..... NO

CIGARETTE REPORT FORM

(1) Year Covered ~~1995~~ 1996
 (2) Brand Family Name Vista Series
 (3) Descriptions: Arizona Lights King Size
 (4) Product Length 84
 (5) Filter (F or N) F
 (6) Pack (H or S) S
 (7) Flavor (M, N, or O) N
 (8) Num Per Pack: 0.7 20
 (9) Tar: ~~N/A~~ 10 Nicotine: ~~N/A~~ CO: N/A ✓
 (10) Variety Units Sales:
 (11) Variety Dollar Sales:
 (12) Last Date Sold: N/A

REPORTABLE EXPENDITURES

(13) CAT-A-Expenses (Newspapers).....
 (14) CAT-B-Expenses (Magazines).....
 (15) CAT-C-Expenses (Outdoor).....
 (16) CAT-D-Expenses (Audio Visual).....
 (17) CAT-E-EXPENSES (Public Transport).....
 (18) CAT-F-Expenses (Direct Mail).....
 (19) CAT-G-Expenses (Point of Sale).....
 (20) CAT-H-Expenses (Promotional Allowances).....
 (21) CAT-I-Expenses (Samples).....
 (22) CAT-J-Expenses (Items).....
 (23) CAT-K-Expenses (Public Entertainment).....
 (24) CAT-L-Expenses (Endorsement).....
 (25) CAT-M-Expenses (Retail Value & Coupon).....
 (26) CAT-N-Expenses (All Other).....
 (27) Total Reportable Expenditures for Variety.....
 (28) Sporting Events.....
 (29) Ratings on Pack..... NO

CIGARETTE REPORT FORM

(1) Year Covered ~~1995~~ 1996
 (2) Brand Family Name Vista Series
 (3) Descriptions: Belmont Lights King Size
 (4) Product Length 84
 (5) Filter (F or N) F
 (6) Pack (H or S) S
 (7) Flavor (M,N, or O) N
 (8) Num Per Pack: 0.7 N
 (9) Tar: ~~N/A~~ 10 Nicotine: ~~N/A~~ CO: N/A ✓ 20
 (10) Variety Units Sales:
 (11) Variety Dollar Sales:
 (12) Last Date Sold: N/A

REPORTABLE EXPENDITURES

(13) CAT-A-Expenses (Newspapers).....
 (14) CAT-B-Expenses (Magazines).....
 (15) CAT-C-Expenses (Outdoor).....
 (16) CAT-D-Expenses (Audio Visual).....
 (17) CAT-E-EXPENSES (Public Transport).....
 (18) CAT-F-Expenses (Direct Mail).....
 (19) CAT-G-Expenses (Point of Sale).....
 (20) CAT-H-Expenses (Promotional Allowances).....
 (21) CAT-I-Expenses (Samples).....
 (22) CAT-J-Expenses (Items).....
 (23) CAT-K-Expenses (Public Entertainment).....
 (24) CAT-L-Expenses (Endorsement).....
 (25) CAT-M-Expenses (Retail Value & Coupon).....
 (26) CAT-N-Expenses (All Other).....
 (27) Total Reportable Expenditures for Variety.....
 (28) Sporting Events.....
 (29) Ratings on Pack..... No

CIGARETTE REPORT FORM

(1) Year Covered ~~1995~~ 1996
 (2) Brand Family Name Vista Series
 (3) Descriptions: California Lights King Size
 (4) Product Length 84
 (5) Filter (F or N) F
 (6) Pack (H or S) S
 (7) Flavor (M,N, or O) N
 (8) Num Per Pack: 0,7
 (9) Tar: ~~N/A~~ / 0 Nicotine: ~~N/A~~ CO: N/A ✓ 20
 (10) Variety Units Sales:
 (11) Variety Dollar Sales:
 (12) Last Date Sold: N/A

REPORTABLE EXPENDITURES

(13) CAT-A-Expenses (Newspapers).....
 (14) CAT-B-Expenses (Magazines).....
 (15) CAT-C-Expenses (Outdoor).....
 (16) CAT-D-Expenses (Audio Visual).....
 (17) CAT-E-EXPENSES (Public Transport).....
 (18) CAT-F-Expenses (Direct Mail)
 (19) CAT-G-Expenses (Point of Sale).....
 (20) CAT-H-Expenses (Promotional Allowances)
 (21) CAT-I-Expenses (Samples)
 (22) CAT-J-Expenses (Items).....
 (23) CAT-K-Expenses (Public Entertainment).....
 (24) CAT-L-Expenses (Endorsement).....
 (25) CAT-M-Expenses (Retail Value & Coupon).....
 (26) CAT-N-Expenses (All Other).....
 (27) Total Reportable Expenditures for Variety.....
 (28) Sporting Events.....
 (29) Ratings on Pack..... NO

CIGARETTE REPORT FORM

(1) Year Covered ~~1995~~ 1996
 (2) Brand Family Name Vista Series
 (3) Descriptions: Concord Lights King Size
 (4) Product Length 84
 (5) Filter (F or N) F
 (6) Pack (H or S) S
 (7) Flavor (M, N, or O) N
 (8) Num Per Pack: 0.7
 (9) Tar: ~~N/A~~ 10 Nicotine: ~~N/A~~ CO: N/A ✓ 20
 (10) Variety Units Sales:
 (11) Variety Dollar Sales:
 (12) Last Date Sold: N/A

REPORTABLE EXPENDITURES

(13) CAT-A-Expenses (Newspapers).....
 (14) CAT-B-Expenses (Magazines).....
 (15) CAT-C-Expenses (Outdoor).....
 (16) CAT-D-Expenses (Audio Visual).....
 (17) CAT-E-EXPENSES (Public Transport).....
 (18) CAT-F-Expenses (Direct Mail)
 (19) CAT-G-Expenses (Point of Sale).....
 (20) CAT-H-Expenses (Promotional Allowances)
 (21) CAT-I-Expenses (Samples)
 (22) CAT-J-Expenses (Items).....
 (23) CAT-K-Expenses (Public Entertainment).....
 (24) CAT-L-Expenses (Endorsement).....
 (25) CAT-M-Expenses (Retail Value & Coupon).....
 (26) CAT-N-Expenses (All Other).....
 (27) Total Reportable Expenditures for Variety
 (28) Sporting Events.....
 (29) Ratings on Pack..... NO

CIGARETTE REPORT FORM

(1) Year Covered ~~1995~~ 1996
 (2) Brand Family Name Vista Series
 (3) Descriptions: Derby Lights King Size
 (4) Product Length 84
 (5) Filter (F or N) F
 (6) Pack (H or S) S
 (7) Flavor (M,N, or O) N
 (8) Num Per Pack: 0.7
 (9) Tar: ~~N/A~~ 10 Nicotine: ~~N/A~~ CO: N/A ✓ 20
 (10) Variety Units Sales:
 (11) Variety Dollar Sales:
 (12) Last Date Sold: N/A

REPORTABLE EXPENDITURES

(13) CAT-A-Expenses (Newspapers).....
 (14) CAT-B-Expenses (Magazines).....
 (15) CAT-C-Expenses (Outdoor).....
 (16) CAT-D-Expenses (Audio Visual).....
 (17) CAT-E-EXPENSES (Public Transport).....
 (18) CAT-F-Expenses (Direct Mail).....
 (19) CAT-G-Expenses (Point of Sale).....
 (20) CAT-H-Expenses (Promotional Allowances).....
 (21) CAT-I-Expenses (Samples).....
 (22) CAT-J-Expenses (Items).....
 (23) CAT-K-Expenses (Public Entertainment).....
 (24) CAT-L-Expenses (Endorsement).....
 (25) CAT-M-Expenses (Retail Value & Coupon).....
 (26) CAT-N-Expenses (All Other).....
 (27) Total Reportable Expenditures for Variety.....
 (28) Sporting Events.....
 (29) Ratings on Pack..... No

CIGARETTE REPORT FORM

(1) Year Covered ~~1995~~ 1996
 (2) Brand Family Name Vista Series
 (3) Descriptions: Free port Lights King Size
 (4) Product Length 84
 (5) Filter (F or N) F
 (6) Pack (H or S) S
 (7) Flavor (M,N, or O) N
 (8) Num Per Pack: 0.7
 (9) Tar: ~~N/A~~ 10 Nicotine: ~~N/A~~ CO: N/A ✓ 20
 (10) Variety Units Sales:
 (11) Variety Dollar Sales:
 (12) Last Date Sold: N/A

REPORTABLE EXPENDITURES

(13) CAT-A-Expenses (Newspapers).....
 (14) CAT-B-Expenses (Magazines).....
 (15) CAT-C-Expenses (Outdoor).....
 (16) CAT-D-Expenses (Audio Visual).....
 (17) CAT-E-EXPENSES (Public Transport).....
 (18) CAT-F-Expenses (Direct Mail).....
 (19) CAT-G-Expenses (Point of Sale).....
 (20) CAT-H-Expenses (Promotional Allowances).....
 (21) CAT-I-Expenses (Samples).....
 (22) CAT-J-Expenses (Items).....
 (23) CAT-K-Expenses (Public Entertainment).....
 (24) CAT-L-Expenses (Endorsement).....
 (25) CAT-M-Expenses (Retail Value & Coupon).....
 (26) CAT-N-Expenses (All Other).....
 (27) Total Reportable Expenditures for Variety.....
 (28) Sporting Events.....
 (29) Ratings on Pack..... NO

CIGARETTE REPORT FORM

(1) Year Covered ~~1995~~ 1996
 (2) Brand Family Name Vista Series
 (3) Descriptions: Long Beach Lights King Size
 (4) Product Length 84
 (5) Filter (F or N) F
 (6) Pack (H or S) S
 (7) Flavor (M,N, or O) N
 (8) Num Per Pack: 0.7
 (9) Tar: ~~N/A~~ 10 Nicotine: ~~N/A~~ CO: N/A ✓
 (10) Variety Units Sales: 20
 (11) Variety Dollar Sales:
 (12) Last Date Sold: N/A

REPORTABLE EXPENDITURES

(13) CAT-A-Expenses (Newspapers).....
 (14) CAT-B-Expenses (Magazines).....
 (15) CAT-C-Expenses (Outdoor).....
 (16) CAT-D-Expenses (Audio Visual).....
 (17) CAT-E-EXPENSES (Public Transport).....
 (18) CAT-F-Expenses (Direct Mail).....
 (19) CAT-G-Expenses (Point of Sale).....
 (20) CAT-H-Expenses (Promotional Allowances).....
 (21) CAT-I-Expenses (Samples).....
 (22) CAT-J-Expenses (Items).....
 (23) CAT-K-Expenses (Public Entertainment).....
 (24) CAT-L-Expenses (Endorsement).....
 (25) CAT-M-Expenses (Retail Value & Coupon).....
 (26) CAT-N-Expenses (All Other).....
 (27) Total Reportable Expenditures for Variety.....
 (28) Sporting Events.....
 (29) Ratings on Pack..... NO

CIGARETTE REPORT FORM

(1) Year Covered ~~1995~~ 1996
 (2) Brand Family Name Vista Series
 (3) Descriptions: Monterey Lights King Size
 (4) Product Length 84
 (5) Filter (F or N) F
 (6) Pack (H or S) S
 (7) Flavor (M,N, or O) N
 (8) Num Per Pack: 0.7 20
 (9) Tar: ~~N/A~~ 10 Nicotine: ~~N/A~~ CO: N/A ✓
 (10) Variety Units Sales:
 (11) Variety Dollar Sales:
 (12) Last Date Sold: N/A

REPORTABLE EXPENDITURES

(13) CAT-A-Expenses (Newspapers).....
 (14) CAT-B-Expenses (Magazines).....
 (15) CAT-C-Expenses (Outdoor).....
 (16) CAT-D-Expenses (Audio Visual).....
 (17) CAT-E-EXPENSES (Public Transport).....
 (18) CAT-F-Expenses (Direct Mail).....
 (19) CAT-G-Expenses (Point of Sale).....
 (20) CAT-H-Expenses (Promotional Allowances).....
 (21) CAT-I-Expenses (Samples).....
 (22) CAT-J-Expenses (Items).....
 (23) CAT-K-Expenses (Public Entertainment).....
 (24) CAT-L-Expenses (Endorsement).....
 (25) CAT-M-Expenses (Retail Value & Coupon).....
 (26) CAT-N-Expenses (All Other).....
 (27) Total Reportable Expenditures for Variety.....
 (28) Sporting Events.....
 (29) Ratings on Pack..... NO

CIGARETTE REPORT FORM

(1) Year Covered ~~1995~~ 1996
 (2) Brand Family Name Vista Series
 (3) Descriptions: Red Express Lights King Size
 (4) Product Length 84
 (5) Filter (F or N) F
 (6) Pack (H or S) S
 (7) Flavor (M,N, or O) N
 (8) Num Per Pack: 0.7
 (9) Tar: ~~N/A~~ 10 Nicotine: ~~N/A~~ CO: N/A ✓
 (10) Variety Units Sales: 20
 (11) Variety Dollar Sales:
 (12) Last Date Sold: N/A

REPORTABLE EXPENDITURES

(13) CAT-A-Expenses (Newspapers).....
 (14) CAT-B-Expenses (Magazines).....
 (15) CAT-C-Expenses (Outdoor).....
 (16) CAT-D-Expenses (Audio Visual).....
 (17) CAT-E-EXPENSES (Public Transport).....
 (18) CAT-F-Expenses (Direct Mail)
 (19) CAT-G-Expenses (Point of Sale).....
 (20) CAT-H-Expenses (Promotional Allowances)
 (21) CAT-I-Expenses (Samples)
 (22) CAT-J-Expenses (Items).....
 (23) CAT-K-Expenses (Public Entertainment).....
 (24) CAT-L-Expenses (Endorsement).....
 (25) CAT-M-Expenses (Retail Value & Coupon).....
 (26) CAT-N-Expenses (All Other).....
 (27) Total Reportable Expenditures for Variety.....
 (28) Sporting Events.....
 (29) Ratings on Pack..... NO

CIGARETTE REPORT FORM

(1) Year Covered ~~1995~~ 1996
 (2) Brand Family Name Vista Series
 (3) Descriptions: Rio Lights King Size
 (4) Product Length 84
 (5) Filter (F or N) F
 (6) Pack (H or S) S
 (7) Flavor (M,N, or O) N
 (8) Num Per Pack: 0.7
 (9) Tar: ~~N/A~~ 10 Nicotine: ~~N/A~~ CO: N/A ✓
 (10) Variety Units Sales: 20
 (11) Variety Dollar Sales:
 (12) Last Date Sold: N/A

REPORTABLE EXPENDITURES

(13) CAT-A-Expenses (Newspapers).....
 (14) CAT-B-Expenses (Magazines).....
 (15) CAT-C-Expenses (Outdoor).....
 (16) CAT-D-Expenses (Audio Visual).....
 (17) CAT-E-EXPENSES (Public Transport).....
 (18) CAT-F-Expenses (Direct Mail)
 (19) CAT-G-Expenses (Point of Sale).....
 (20) CAT-H-Expenses (Promotional Allowances)
 (21) CAT-I-Expenses (Samples)
 (22) CAT-J-Expenses (Items).....
 (23) CAT-K-Expenses (Public Entertainment).....
 (24) CAT-L-Expenses (Endorsement).....
 (25) CAT-M-Expenses (Retail Value & Coupon).....
 (26) CAT-N-Expenses (All Other).....
 (27) Total Reportable Expenditures for Variety.....
 (28) Sporting Events.....
 (29) Ratings on Pack..... NO

CIGARETTE REPORT FORM

(1) Year Covered ~~1995~~ 1996
 (2) Brand Family Name Medley Series
 (3) Descriptions: Aries Lights Menthol King Size
 (4) Product Length 84
 (5) Filter (F or N) F
 (6) Pack (H or S) S
 (7) Flavor (M,N, or O) M
 (8) Num Per Pack: 0.7
 (9) Tar: ~~N/A~~ 10 Nicotine: ~~N/A~~ CO: N/A ✓ 20
 (10) Variety Units Sales:
 (11) Variety Dollar Sales:
 (12) Last Date Sold: N/A

REPORTABLE EXPENDITURES

(13) CAT-A-Expenses (Newspapers).....
 (14) CAT-B-Expenses (Magazines).....
 (15) CAT-C-Expenses (Outdoor).....
 (16) CAT-D-Expenses (Audio Visual).....
 (17) CAT-E-EXPENSES (Public Transport).....
 (18) CAT-F-Expenses (Direct Mail)
 (19) CAT-G-Expenses (Point of Sale).....
 (20) CAT-H-Expenses (Promotional Allowances)
 (21) CAT-I-Expenses (Samples)
 (22) CAT-J-Expenses (Items).....
 (23) CAT-K-Expenses (Public Entertainment).....
 (24) CAT-L-Expenses (Endorsement).....
 (25) CAT-M-Expenses (Retail Value & Coupon).....
 (26) CAT-N-Expenses (All Other).....
 (27) Total Reportable Expenditures for Variety.....
 (28) Sporting Events.....
 (29) Ratings on Pack..... NO

CIGARETTE REPORT FORM

(1) Year Covered ~~1995~~ 1996
 (2) Brand Family Name Medley Series
 (3) Descriptions: Embassy Lights Menthol King
 (4) Product Length 84
 (5) Filter (F or N) F
 (6) Pack (H or S) S
 (7) Flavor (M,N, or O) M
 (8) Num Per Pack: 0.7 20
 (9) Tar: ~~N/A~~ /0 Nicotine: ~~N/A~~ CO: N/A ✓
 (10) Variety Units Sales:
 (11) Variety Dollar Sales:
 (12) Last Date Sold: N/A

REPORTABLE EXPENDITURES

(13) CAT-A-Expenses (Newspapers).....
 (14) CAT-B-Expenses (Magazines).....
 (15) CAT-C-Expenses (Outdoor).....
 (16) CAT-D-Expenses (Audio Visual).....
 (17) CAT-E-EXPENSES (Public Transport).....
 (18) CAT-F-Expenses (Direct Mail).....
 (19) CAT-G-Expenses (Point of Sale).....
 (20) CAT-H-Expenses (Promotional Allowances).....
 (21) CAT-I-Expenses (Samples).....
 (22) CAT-J-Expenses (Items).....
 (23) CAT-K-Expenses (Public Entertainment).....
 (24) CAT-L-Expenses (Endorsement).....
 (25) CAT-M-Expenses (Retail Value & Coupon).....
 (26) CAT-N-Expenses (All Other).....
 (27) Total Reportable Expenditures for Variety.....
 (28) Sporting Events.....
 (29) Ratings on Pack..... NO

CIGARETTE REPORT FORM

(1) Year Covered ~~1995~~ 1996
 (2) Brand Family Name Medley Series
 (3) Descriptions: Espresso Lights Menthol King Size
 (4) Product Length 84
 (5) Filter (F or N) F
 (6) Pack (H or S) S
 (7) Flavor (M, N, or O) M
 (8) Num Per Pack: 0.7
 (9) Tar: ~~N/A~~ 10 Nicotine: ~~N/A~~ CO: N/A ✓ 20
 (10) Variety Units Sales:
 (11) Variety Dollar Sales:
 (12) Last Date Sold: N/A

REPORTABLE EXPENDITURES

(13) CAT-A-Expenses (Newspapers).....
 (14) CAT-B-Expenses (Magazines).....
 (15) CAT-C-Expenses (Outdoor).....
 (16) CAT-D-Expenses (Audio Visual).....
 (17) CAT-E-EXPENSES (Public Transport).....
 (18) CAT-F-Expenses (Direct Mail).....
 (19) CAT-G-Expenses (Point of Sale).....
 (20) CAT-H-Expenses (Promotional Allowances).....
 (21) CAT-I-Expenses (Samples).....
 (22) CAT-J-Expenses (Items).....
 (23) CAT-K-Expenses (Public Entertainment).....
 (24) CAT-L-Expenses (Endorsement).....
 (25) CAT-M-Expenses (Retail Value & Coupon).....
 (26) CAT-N-Expenses (All Other).....
 (27) Total Reportable Expenditures for Variety.....
 (28) Sporting Events.....
 (29) Ratings on Pack..... NO

CIGARETTE REPORT FORM

(1) Year Covered ~~1995~~ 1996
 (2) Brand Family Name Medley Series
 (3) Descriptions: Seville Lights Menthol King Size
 (4) Product Length 84
 (5) Filter (F or N) F
 (6) Pack (H or S) S
 (7) Flavor (M, N, or O) M
 (8) Num Per Pack: 0.7
 (9) Tar: ~~N/A~~ 10 Nicotine: ~~N/A~~ CO: N/A ✓ 20
 (10) Variety Units Sales:
 (11) Variety Dollar Sales:
 (12) Last Date Sold: N/A

REPORTABLE EXPENDITURES

(13) CAT-A-Expenses (Newspapers).....
 (14) CAT-B-Expenses (Magazines).....
 (15) CAT-C-Expenses (Outdoor).....
 (16) CAT-D-Expenses (Audio Visual).....
 (17) CAT-E-EXPENSES (Public Transport).....
 (18) CAT-F-Expenses (Direct Mail).....
 (19) CAT-G-Expenses (Point of Sale).....
 (20) CAT-H-Expenses (Promotional Allowances).....
 (21) CAT-I-Expenses (Samples).....
 (22) CAT-J-Expenses (Items).....
 (23) CAT-K-Expenses (Public Entertainment).....
 (24) CAT-L-Expenses (Endorsement).....
 (25) CAT-M-Expenses (Retail Value & Coupon).....
 (26) CAT-N-Expenses (All Other).....
 (27) Total Reportable Expenditures for Variety.....
 (28) Sporting Events.....
 (29) Ratings on Pack..... NO

CIGARETTE REPORT FORM

(1) Year Covered ~~1995~~ 1996
 (2) Brand Family Name Medley Series
 (3) Descriptions: Sienna Lights Menthol King Size
 (4) Product Length 84
 (5) Filter (F or N) F
 (6) Pack (H or S) S
 (7) Flavor (M,N, or O) M
 (8) Num Per Pack: 0.7
 (9) Tar: ~~N/A~~ 10 Nicotine: ~~N/A~~ CO: N/A ✓ 20
 (10) Variety Units Sales:
 (11) Variety Dollar Sales:
 (12) Last Date Sold: N/A

REPORTABLE EXPENDITURES

(13) CAT-A-Expenses (Newspapers).....
 (14) CAT-B-Expenses (Magazines).....
 (15) CAT-C-Expenses (Outdoor).....
 (16) CAT-D-Expenses (Audio Visual).....
 (17) CAT-E-EXPENSES (Public Transport).....
 (18) CAT-F-Expenses (Direct Mail).....
 (19) CAT-G-Expenses (Point of Sale).....
 (20) CAT-H-Expenses (Promotional Allowances).....
 (21) CAT-I-Expenses (Samples).....
 (22) CAT-J-Expenses (Items).....
 (23) CAT-K-Expenses (Public Entertainment).....
 (24) CAT-L-Expenses (Endorsement).....
 (25) CAT-M-Expenses (Retail Value & Coupon).....
 (26) CAT-N-Expenses (All Other).....
 (27) Total Reportable Expenditures for Variety.....
 (28) Sporting Events.....
 (29) Ratings on Pack..... NO